

How to Paint Your Home

HOME
QUALITY



MADE BY THE

PAINTS, ENAMELS



COLORS, VARNISHES

DETROIT MICH

For sale by

WM. L. RICHARDS

Patapsco, Md.

What is Meant by the "Covering Capacity" of Paint

A gallon of paint that can be spread over the largest surface, possesses the greatest covering capacity. But it must also cover solidly and wear well. The proper admixture of lead, zinc and linseed oil, such as is



The above illustration shows the difference between the covering capacity of New Era Paint and ordinary lead and oil paint.

used in New Era Paint, accomplishes this the best of any known paint pigments. The greatest covering capacity means the least number of gallons required.

New Era Paint not only possesses the greatest possible covering capacity, but is much superior to lead and oil paint from the standpoint of durability and will also cover solidly.

Why Houses are Painted



OUR homes are not painted merely “for the sake of appearances.” Paint is a preservative and bears the brunt of sun, rain, snow, heat, cold and general atmospheric influences, which otherwise would act directly upon the bare surface of the wood, causing it to warp, crack and decay in a comparatively short time. It is therefore unwise to permit the paint surface of a structure to become so badly “worn” or disintegrated as to give atmospheric influence a chance to act directly upon the bare wood. An investment in good paint about every five years (the length of time depending upon climate and exposure) is money well expended and will be saved several times over in the longer duration of the structure upon which it is applied, let alone the feeling of satisfaction that naturally results from living in a home that does not appear “shabby,” or “out of date.” The occupants of a house are as apt to be judged by the appearance of their home as by the clothing they wear. Tidy people usually live in tidy homes.

Too often the only consideration involved in deciding upon the painting of a building is “appearance.” The more important consideration, as a matter of fact, should be the “protection” afforded by a coat or two of durable paint, that will prevent decay, as well as lend beauty. An investment of this character should not be considered as an “expense,” but from the standpoint of an investment costing dollars, but saving many more dollars.

Paint Economy



ANY people, unfortunately for their pocketbooks, suppose that in letting a contract to the "lowest bidder" they are saving money, and believe if they are able to purchase paint at a low price per gallon, they are "ahead" the difference between the figure paid and that asked for an article of good quality such as "New Era." A greater mistake is never made. True economy in paint is to secure the kind that will go the furthest (thus necessitating the least number of gallons,) as well as the one that will wear the longest. Paint that wears well not only renders it unnecessary to repaint as frequently as if a cheap article was used, but always appears better than adulterated goods made to "sell at a price."

It should be borne in mind that it costs the contracting painter, whether he bids high or bids low, just as much for labor if inferior materials are applied as if paint of good quality were used that would actually accomplish what is expected of it. The difference in favor of the "low bidder" must therefore come more particularly from the saving he expects to make from the use of inferior materials, which will "answer" for a short time, but must soon be replaced, involving the man who pays the bill in a much greater outlay than if he had originally secured the services of a painter who figured upon good work and good material.

Paint economy, like economy in other lines, depends upon getting good value for your dollar. New Era we know to be the best value obtainable in paint.

New Era Paint



NEW ERA PAINT is simply good *paint*. The best paint we can make and the best paint that can be made. It is made of pure lead, oxide of zinc, linseed oil, turpentine, dryer, and tinting colors. Every article entering into its composition is carefully tested. They must all be of the best quality obtainable. It's pure paint—every atom of it. There is no secret about the composition of New Era Paint. We attach a tag to every gallon can telling what it is made of. We know how to make good paint—and we make it. We have the men, machinery and facilities to make it right. The same materials, if not as carefully combined and properly handled, would not result in as good paint as we make. It is impossible to make as good paint by mixing materials by hand, with the aid of a stick, and without the facilities for knowing positively that the materials are right. Good paint depends upon the method of making as well as upon the materials. The best practical painters will endorse this statement and welcome an honest article of mixed paint that will do them and their work credit. A good painter and good paint are bound to produce the best job of painting.

The making of good paint in a large way—uniformly good paint—is a modern industrial development similar in character to the great strides made in the production of other commodities, and has required more than ordinary scientific knowledge, skill, patience and perseverance.

The Selection of Shades



CARE should be exercised in this respect, as under certain conditions, colors which harmonize perfectly would not be desirable. Select shades that will harmonize with your neighbors, but not be identical with theirs. Contrast is desirable to avoid "sameness" in a neighborhood. Light shades lend prominence to a building. If your home is screened by trees or shrubbery, the lighter colors will make it stand out more strongly. The style of architecture as well as surroundings should receive consideration. Summer cottages, for instance, which are usually built for pleasure and pastime, take on a brighter and more cheerful aspect by using the lighter and brighter shades and tints. A stately city home in a prominent position would appear "illegally dressed" in the gayer colors used for a summer cottage. It requires something more sedate to convey the tone of simple elegance which the owner and architect aimed at. In using more than one color for the sides of a residence do not place a heavy or dark color over a light one. A dark color always conveys the idea of strength and solidity and should never be supported by a lighter and weaker color.

The plates shown in this booklet may assist you in selecting desirable combinations, and our agents are all provided with color cards and printed plates which will prove of great assistance.

2022-2118 FOR
COLOR COMBINATIONS
WITH ERA PAINT



BODY 9. TRIMMER 130. ROOF 46.



BODY 30. TRIMMER WHITE. ROOF 127.



BODY 8. TRIMMER 12. ROOF 23.

SUGGESTIONS FOR
COLOR COMBINATIONS
OF
NEW ERA PAINT



BODY 123. TRIMMER 43. ROOF 127.



BODY 54. TRIMMER 53. ROOF 120.



BODY 23. TRIMMER 3. ROOF 52.

SUGGESTIONS FOR
COLOR COMBINATIONS
OF
NEW ERA PAINT



BODY 17. TRIMMER WHITE. ROOF 13.



BODY 127. TRIMMER 44. ROOF 120.



BODY 52. TRIMMER 6. ROOF 46.

SUGGESTIONS FOR
COLOR COMBINATIONS
OF
NEW ERA PAINT



BODY 53. TRIMMER 23. ROOF 126.



BODY 12. TRIMMER 27. ROOF 23.



BODY 132. TRIMMER WHITE. ROOF 10.

Things to Think of

WHEN YOU BUY THE
PAINT YOURSELF

- 1st. **The Real Cost of Paint.** This does not depend nearly so much upon the *price per gallon* as upon the *quantity required* and *length of time it will wear*.
- 2d. **How much will be required?** This depends upon "covering capacity." New Era will cover solidly as many square feet of surface to the gallon as it is possible for properly made paint to do. Much more than white lead and oil, mixed-by-hand, or cheap (?) brands of paint—at least 25 per cent more. This means only four gallons of New Era needed to every five required of the mixed-by-hand, or cheap (?) kind.
- 3rd. **How long will it wear?** This depends upon climatic conditions. New Era will wear five years—sometimes longer, very seldom less. It is safe to say 50 per cent. longer than white lead paint, mixed-by-hand, or cheap (?) brands.
- 4th. **The cost of painting.** It costs much more to *apply* paint than for the paint itself, to be conservative we will say 50 per cent. more. *It costs as much to apply poor paint as good paint.*
- 5th. **The cost per year.** This is what tells the story. To determine it, divide the cost of the paint and applying same by the length of time that will elapse before it is necessary to paint again. We will assume for instance that it costs as much to buy New Era Paint for a building as for white lead paint or a cheap inferior brand (the cost is more per gallon, but it requires fewer gallons.) Paint and painting cost say \$60. The lead paint and cheap mixed kind would wear not to exceed three years, or a cost of \$20 per year. New Era Paint would wear at least four and one-half years, or a cost per year of \$13.33. A saving of $33\frac{1}{3}$ per cent.

Things to Think of

WHEN YOU CONTRACT FOR PAINT AND PAINTING

- 1st. **Insist on Good Paint** to insure the greatest durability and so as to avoid the necessity of incurring the expense of painting again long before it should be necessary.
- 2nd. **Why New Era Paint Should be Used.** It is made from the best paint materials only. There is a tag on every gallon can that tells just what it is made of. There is nothing to conceal or be ashamed of. We rather publish the truth—and all of it. It insures the maximum in durability and the minimum in quantity required.
- 3d. **White Lead and Oil Paint.** Pure lead and linseed oil does NOT make the best paint either for wearing or covering. Comparative tests with New Era paint have proven it beyond question. White lead alone used as a base results in a paint that in a comparatively short time will “chalk off.” Rub your hand over the surface of a house painted in this way. The powder upon your hand is the lead which has become “loosened,” no longer forming a protective coating, but will wash off in every rain storm. New Era paint will cover about 25 per cent. more surface to the gallon than white lead paint.
- 4th. **Progressive Painters have convinced themselves** that the proper admixture of oxide of zinc with lead makes a much more serviceable and economical paint than when lead alone is used, and also that paint, mixed in exact proportions and finely ground by means of special powerful machinery, is far preferable and less expensive to them and to consumers, than when imperfectly mixed and tinted by hand in uncertain proportions.
- 5th. **A Good Painter and Good Paint** make the best combination that can be secured to produce a good job of painting—one that will be satisfactory in years of service, appearance and cost.

Things to Think of

BY THE PAINTER AND CONSUMER
WHEN DECIDING BETWEEN THE
USE OF NEW ERA PAINT OR
WHITE LEAD PAINT

The comparative cost of white lead paint and New Era paint can easily be figured by any painter or consumer. The following example represents a mixture intended for first-coat work:

100 lbs. S. P. white lead in oil costs..\$	
5 gallons linseed oil costs.....	
2 hours labor in mixing.....	
	<hr/>
Total cost..\$	

Based on claim made by white lead manufacturers that it requires five pounds of strictly pure white lead in oil, reduced to proper painting consistency, to cover 100 square feet two coats, the above mixture would cover 2000 square feet two coats. Divide the total cost by 20 and the result is the cost for 100 square feet.

Now figure the cost of New Era paint reduced for first coat work:

1 gallon New Era Paint costs.....\$
$\frac{1}{4}$ gallon linseed oil costs.....

No cost for mixing and tinting. Simply needs to be thoroughly stirred.

This makes $1\frac{1}{4}$ gallons of paint. To get cost of 1 gallon, divide by $1\frac{1}{4}$. A gallon of New Era covers at least 300 square feet, two coats. Divide the cost of 1 gallon by 3 and the result will be cost for covering 100 square feet, two coats. Compare this with the cost of white lead paint for the same amount of surface and note saving in favor of New Era.

In a 100 pound keg of white lead in oil you only get from 95 to 97 pounds of lead—the rest is keg. The proportion of keg in the smaller packages is even greater.

New Era paint is put up in gallon packages containing a full U. S. standard gallon of paint—231 cubic inches of pure paint.

Things to Think of

BY THE PRACTICAL
PAINTER

The best practical painters agree that pure lead and oxide of zinc, combined in proper proportions, and thoroughly and finely ground in and reduced with pure linseed oil and sufficient turpentine and turpentine dryer, make a paint that will cover better, go farther, produce a better finish and wear much longer than if lead alone is used as a base. Such a paint we are offering in our New Era.

Our New Era Paint differs from other ready-mixed paints in the market for the reason that it is not a "patent" or chemical combination, soap mixture, or emulsion paint, but is a pure lead paint, containing enough zinc oxide *to prevent the lead from chalking*, with the necessary colors required to produce the various tints and shades, thoroughly ground in and thinned to the proper consistency with pure refined linseed oil, turpentine and turpentine dryer—just such material as any first-class practical painter would use and endorse. Pure lead is the most desirable base pigment for paint. It possesses greater opacity than other white pigments. However, to secure the most durable, economical and satisfactory results from its use, it is important that it be combined with zinc white in proper and exact proportions. While white lead has the advantage of great opacity, it possesses two disadvantages in that it requires more of it to cover a given surface than it does of zinc oxide, and also its lack of durability under exposure. These faults are corrected when combined with zinc white, and a result of a proper combination of the two, as presented in our New Era Paint, is an ideal and perfect paint as regards durability, covering capacity and superior finish.

Paints, Enamels, Stains, Varnishes

FOR ALL PURPOSES

Neal's Interior Enamels. For woodwork, walls and ceilings. Imparts a durable, genuine, high-gloss enamel finish. In delicate tints and rich colors to harmonize with furnishings.

Neal's Bath-Tub Enamels. For woodwork, walls and ceilings of bath-rooms and surfaces exposed to water, steam or moisture in any form.

Davies' Varno-Floor-Stains. Produce perfect imitations of expensive woods upon old or new floors, woodwork or furniture.

Granite Floor Paints. For inside floors, steps, etc.

Colonial Floor Wax. For producing a hard wax finish upon floors. Not sticky or sineary, but a clear, brilliant finish.

Adamant Barn and Roof Paints. For roofs, barns, outbuildings, fences, etc.

NEW ERA VARNISHES

Interolite. For general interior woodwork. A tough, elastic and durable varnish, withstanding hard usage, such as soap, hot water and steam in bath-rooms, window casings and sills. It can be polished to a high lustre or rubbed to a dull finish.

Exterolite. For exposed surfaces, such as store fronts, vestibules, front doors, verandas, etc. A pale varnish, tough and elastic in nature, that is subject to a high polish or may be rubbed to a dull finish.

Varnotile. A varnish peculiarly adapted to withstand the hard usage to which it must be subjected on floors and similar surfaces. Used largely in hospitals, asylums, public offices and fine residences. An exceptionally fine article that will bring out and preserve the natural beauty of woods used in the construction of hard wood floors. An excellent finish for preserving linoleum, oil cloth, etc.

White Maple Finish. An extremely pale varnish that will not discolor the lightest woods. Especially desirable for finishing white mahogany, bird's eye maple and other delicately shaded woods.

Satinwood Finish. A light colored varnish, not so pale as White Maple Finish, but perfectly adapted for finishing lighter colored woods, cabinets, mantels, etc.

Pale Hard Oil Finish. Light in color and adapted for general interior finishing. Tough, elastic and durable. May be polished or rubbed to a dull finish.

